MESSAGE CONFIRMATION

DATE:05/07/96 TIME:14:41

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
05/07	14:37	03'12"	3156823009	G3-S	005	OK

51859 7060

Source: https://www.industrydocuments.ucsf.edu/docs/qrwn0000

RJ Reynolds Tobacco Company

R. C. Farmer
Regional Sales Manager

150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
Phone: 716-634-3143
Fax: 716-634-3145

May 7, 1996

To: Keith Myers
Rick Westenberger
Todd McMahon
Robert Ridge

Gentlemen:

I am attaching a copy of the latest Daily Exception Report and would like to further explain the status of this report.

- It is critical that you respond as soon as possible as this report only grows if we do not properly address the calls
- Unless the volume is wrong to the point that it reduces the promoted volume below 100%, RJR volume being updated does not address the problem
- Informing me that the average discount is three dollars ($3.00) does not address the problem in that we are still promoting 181% of their volume shown.
- Gold Coast is not an explanation. The only thing that will change this report is if we can bring the volume up so that we are not promoting more than 100% of the volume.
- If it is still, despite your adjustments, over 100% of promoted volume, then chances are you have a **crook**!
- In many cases, we have brought RJR volume up to the point that this account will disappear. In other cases, where we identify the chain headquarters payment, this is also an explanation.
- I would like all of you to review again and I will discuss with you, via phone, once you are comfortable with your findings.

Sincerely,

R. C. Farmer

cc: Amy McPartlan

51859 7061

Source: https://www.industrydocuments.ucsf.edu/docs/qrwn0000

Daily Exception Report

51859 7062

Date of Report	# of Wks	Div.	SIS #	Account Name	RJR SIS Vol.	RJR AIM Vol.	Total Amt. Spent	Avg. $ Amt discounted	Promoted Volume	Explanation (DM to fill in)
3/25/96	18	1622	185578	ANTHRACITE NEWSTAND	80	106	$5,537.50	$1.25	232%	[redacted]
3/25/96	18	1622	621026	DAHULICH DIST INC	850	351	$44,826.60	$1.00	293%	[redacted]
3/22/96	18	1622	660922	DISCOUNT TOB SHOP	235	176	$11,017.50	$2.50	104%	[redacted]
3/25/96	18	1622	653577	GAZEBO NEWS	17	39	$2,307.50	$3.00	110%	[redacted]
3/20/96	18	1622	243850	GIL MERRILL ENT, INC.	184	188	$10,310.25	$3.00	102%	[redacted]
3/22/96	18	1622	499939	GOLDEN MARKET	250	147	$10,732.30	$2.00	119%	[redacted]
3/21/96	18	1622	291931	PLAZA BEVERAGE, INC	95	76	$6,933.90	$3.00	135%	[redacted]
3/25/96	18	1622	310108	SHEDDEN'S WHOLESALE	1154	1070	$56,730.50	$1.00	273%	[redacted]
3/22/96	18	1622	621400	SMOKE SIGNALS	185	24	$11,660.05	$3.00	117%	[redacted]
3/21/96	18	1622	776953	WYOMING VALLEY BEV	24	51	$4,516.25	$3.00	164%	[redacted]
3/18/96	18	1622	060780	WYOMING VALLEY BEV 2	69	89	$6,923.00	$2.50	172%	[redacted]
3/15/96	18	1623	767902	A PLUS 60022	29	26	$2,702.00	$3.00	173%	RJR volume updated to 52 cpw
3/25/96	18	1623	402337	A-PLUS $#60036F	133	101	$6,939.70	$2.50	116%	RJR volume updayted to 148 cpw
3/15/96	18	1623	485384	CHESTNUT MOBIL	77	80	$6,205.00	$3.00	144%	RJR volume updated to 120 cpw
3/18/96	18	1623	290305	MCGREGORS PHARMACY	233	189	$12,633.50	$3.00	101%	RJR volume updated to 328 cpw
3/25/96	18	1623	660303	POCONO CONVENIENCE	340	85	$11,069.55	$1.00	181%	Avg disc is $3
3/25/96	18	1626	197949	JAN'S TOBACCO SHOP	4598	3518	$100,314.50	$1.00	121%	INDIAN ACCOUNT WHERE GOLD COAST IS GROWING RAPIDLY. THE 1.00 PYMT IS FOR GOLD COAST. SIS NOT UPDATED SINCE INTRO. SIS TO BE UPDATED TO 6660.
3/20/96	18	1626	269987	JIM'S GROCERY	96	74	$3,797.90	$2.00	110%	UNDERDEVELOPED PA ACCOUNT WHERE WE ARE BUYING DOWN F/P AND SAVINGS TO COMPETE. SIS VOL TO BE UPDATED .
3/15/96	18	1626	673510	OIL SPRING CORNERS	550		$15,917.60	$1.00	161%	INDIAN ACCOUNT WHERE GOLD COAST IS GROWING RAPIDLY. SIS NOT UPDATED SINCE INTRO. WILL UPDATE.
3/25/96	18	1638	552856	ONE STOP PLAZA CONV	250	43	$14,219.40	$3.00	105%	ASR Patterson verified invoices to update CPW volume to 325.
3/25/96	18	1638	278707	ROUTE 63 COUNTRY	253	287	$11,380.50	$2.00	110%	ASR Davis reports CPW volume is accurate. Branded savings buydown recently increased to $3 per carton & adjuatment made for existing product. Also a flighted full priced promotion was sold to offset PM activity.

(1) WHY IS THIS NOT SHOWN ON AIM?

(1) NO REASON

Daily3.xls

Source: https://www.industrydocuments.ucsf.edu/docs/grwn0000

Daily Exception Report

Date of Report	# of Wks	Div.	SIS #	Account Name	RJR SIS Vol.	RJR AIM Vol.	Total Amt. Spent	Avg. $ Amt discounted	Promoted Volume	Explanation (DM to fill in)
3/29/96	18	1622	288243	Borderline Grocery	143		$6,851.50	$2.00	128%	[redacted]
3/29/96	18	1622	489799	C&S Mobil	600		$35,119.25	$2.50	130%	[redacted]
3/29/96	18	1622	621026	Dahulich Dist. Inc	850		$47,286.60	$3.00	103%	[redacted]
3/29/96	18	1623	301615	Dunbrook Ltd Mobil	87		$6,591.00	$2.50	168%	[redacted]
4/2/96	14	1626	407130	Home Service Beverage	200		$7,165.50	$1.50	171%	ACCOUNT IS NOW IN HARRISBURG DIVISION
4/4/96	14	1626	422076	No Blanket	2850		$64,550.00	$1.50	108%	INDIAN ACCOUNT THAT PREBOOKED F/P AND SAVINGS BRANDS TO BE DISCOUNTED
3/29/96	18	1626	422357	Wolf's Run	350		$17,173.00	$1.50	182%	INDIAN ACCOUNT THAT PREBOOKED F/P AND SAVINGS BRANDS TO BE DISCOUNTED. RJR VOLUME UPDATED TO 650
4/4/96	14	1638	346403	Post Time	1069		$16,190.45	$1.00	108%	GAP in store is $1. RJR discounting increased to $2 due to PM activity. Retail rep added additional $1 to previously GAPPED product.
4/4/96	14	1638	104079	Riverside Grocery	115		$5,215.20	$2.50	130%	Please see last week's response.

daily4.xls

Source: https://www.industrydocuments.ucsf.edu/docs/qrwn0000

Daily Exception Report

51859 7064

Date of Report	# of Wks	Div.	SIS #	Account Name	RJR SIS Vol.	RJR AIM Vol.	Total Amt. Spent	Avg. $ Amt discounted	Promoted Volume	Explanation (DM to fill in)
4/12/96	15	1622	489799	C&S Mobil	600	414	$30,847.75	$3.00	114%	[redacted]
4/17/96	16	1622	489799	C&S Mobil	600	414	$33,112.75	$2.50	138%	[redacted]
4/12/96	15	1622	621026	Dahulick Dist. Inc.	850	302	$41,278.60	$3.00	108%	I contacted this accounton 4/22 and found that we are still working out the remnants of our 1Q96 pre-booking offer.Additionally the account loaded through a plan B(ONE OF THE 3 THEY USE)account to take advantage of the recent price increase.
4/9/96	15	1622	660922	Discount Tobacco Shop	235	124	$8,780.10	$2.50	100%	[redacted]
4/17/96	16	1622	291931	Plaza Beverage	95	104	$8,060.90	$3.00	161%	This account(a co) purchases through both an a-plan direct(Kline) and B-plan account (mid-valley) The proper R.J.R.sis volume has been updated.
4/18/96	16	1622	965303	Sunrise Food Store	12	0	$383.50	$1.50	133%	Chain re:S.SCHALWM
4/17/96	16	1622	469492	Tobacco Road I	480	46	$8,498.25	$1.00	118%	[redacted]
4/12/96	15	1623	597540	A1 Supplies	40	32	$2,086.00	$3.00	116%	Volume updated to 47 CPW
4/9/96	15	1623	130283	Beebe's Service Station	333	301	$15,057.05	$2.50	121%	Disc. avg is $3, Volume updated to 345 cpw
4/19/96	16	1623	114012	Central Bev. Mart	170	170	$7,438.60	$2.00	137%	Flighted deeper discount utilizing co-Mktg fund
4/18/96	16	1623	410982	Champlain Farms	153	0	$5,022.00	$2.00	103%	Discount avg is 2.50
4/11/96	15	1623	485384	Chestnut Mobil	80	76	$5,591.65	$3.50	133%	Chain - all 6 stores paid at this location
4/12/96	15	1623	685831	Citgo Gas Station	65	29	$2,722.00	$2.00	140%	Discount avg is $3
4/9/96	15	1623	178371	Corner Store	37	10	$1,528.00	$2.50	110%	Savings BD incresed by $1 resulting in the appearance of double promo
4/19/96	16	1623	114080	Essex Discount Beverage	188	185	$9,839.50	$2.00	164%	Discount avg is $3.50
4/9/96	15	1623	240242	Holmes & Kugler	108	92	$4,552.00	$2.50	112%	RJR volume updated to 135 cpw
4/9/96	15	1623	626474	Holmes & Kugler	129	118	$5,153.40	$2.50	107%	RJR volume updated to 148 cpw
4/12/96	15	1623	637167	J&J Retail, Inc.	133	128	$4,051.25	$2.00	102%	RJR volume updated to 145 cpw
4/19/96	16	1623	674955	Kelly Bar Variety, Inc.	97	97	$5,270.00	$1.00	339%	Co-Marketing promo discounted at $3 with prebook - inadvertently paid at $1
4/9/96	15	1623	420660	Mian Petroleum	66	29	$3,233.50	$2.50	163%	RJR volume updated to 93 cpw
4/11/96	15	1623	177253	Naif's Grocery	465	383	$25,063.35	$3.50	103%	RJR volume updated to 480 cpw
4/17/96	16	1623	177253	Naif's Grocery	465	383	$26,326.35	$3.50	101%	RJR volume updated to 480 cpw
4/19/96	16	1623	660988	One Dollar Deals	100	106	$4,237.00	$2.00	133%	RJR volume updated to 125 cpw
4/9/96	15	1623	178560	Sejal Pharmacy	80	7	$3,908.40	$3.00	109%	Can't locate on sis

Source: https://www.industrydocuments.ucsf.edu/docs/qrwn0000

Daily Exception Report

4/9/96	15	1623	526968	The Rez / Indian Reservation	2982	4479	$72,637.50	$1.50	72%	AIM Volume Utilized.
4/11/96	15	1623	114121	Tomlinson's Store	111	125	$7,156.95	$2.50	153%	New account to division - formerly in 1638
4/9/96	15	1623	689561	United Quick Stop, Inc.	75	0	$4,064.50	$3.00	120%	unable to locate in sis
4/19/96	16	1623	289988	West Addison General	280	182	$10,222.00	$2.00	114%	avg discount is $3
4/11/96	15	1626	268748	CFM #33-041/F	82	77	$5,132.95	$3.00	139%	AVERAGE DOLLAR AMOUNT DISCOUNTED IS ACTUALLY 3.50. AND PREBBOK ALSO PAID FOR AND DISCOUNTED.
4/11/96	15	1626	764185	Italian Food	145	102	$7,815.00	$3.00	120%	1000 DOLLARS OF COMKTG SPENT ON LAST CHECK WHICH SENT AVG UP
4/19/96	16	1626	763777	Ray's Super Duper	115	162	$4,082.15	$2.00	78%	AIM Volume Utilized
4/19/96	16	1636	670582	AJI Industries	79	120	$3,744.40	$2.00	98%	AIM Volume Utilized.
4/9/96	15	1636	115482	Bertelli's Package	113	81	$5,234.20	$3.00	103%	
4/11/96	15	1636	457798	Q&S Convenience	82	0	$2,543.55	$2.00	103%	
4/12/96	15	1638	672346	A&S Shell Food Mart	78	74	$4,109.80	$3.00	117%	Pending ASR Doak's input
4/17/96	16	1638	649097	Jon-O's Market	40	44	$4,689.30	$2.50	266%	CPW Volume updated to 93 per week. Avg promoted amount should be $3.5 versus $2.5.
4/17/96	16	1638	290305	McGregors Pharmacy	189	186	$12,925.00	$3.00	142%	This account was previously in Division 163823. We will correct
4/11/96	15	1638	679787	Paul's Redemption Center	400	354	$13,161.50	$2.00	110%	SR Tatro failed to end FP buydown. Avg promoted amount was $3.00
4/18/96	16	1638	103182	The Country Mile	1268	536	$41,188.80	$2.00	102%	Additional product has recently been promoted to offset PM & BAT activities. Volume increases are expected this time of year.

Emailed on 4/19/96

Daily5.xls

Source: https://www.industrydocuments.ucsf.edu/docs/qrwn0000

Daily Exception Report

51859 7066

4/9/96	15	1623	526968	The Rez / Indian Reservation	2982	4479	$72,637.50	$1.50	72%	AIM Volume Utilized.
4/11/96	15	1623	114121	Tomlinson's Store	111	125	$7,156.95	$2.50	153%	New account to division - formerly in 1638
4/9/96	15	1623	689561	United Quick Stop, Inc.	75	0	$4,064.50	$3.00	120%	unable to locate in sis
4/19/96	16	1623	289988	West Addison General	280	182	$10,222.00	$2.00	114%	avg discount is $3
4/11/96	15	1626	268748	CFM #33-041/F	82	77	$5,132.95	$3.00	139%	AVERAGE DOLLAR AMOUNT DISCOUNTED IS ACTUALLY 3.50. AND PREBBOK ALSO PAID FOR AND DISCOUNTED.
4/11/96	15	1626	764185	Italian Food	145	102	$7,815.00	$3.00	120%	1000 DOLLARS OF COMKTG SPENT ON LAST CHECK WHICH SENT AVG UP
4/19/96	16	1626	763777	Ray's Super Duper	115	162	$4,082.15	$2.00	78%	AIM Volume Utilized
4/19/96	16	1636	670582	AJI Industries	79	120	$3,744.40	$2.00	98%	AIM Volume Utilized.
4/9/96	15	1636	115482	Bertelli's Package	113	81	$5,234.20	$3.00	103%	
4/11/96	15	1636	457798	Q&S Convenience	82	0	$2,543.55	$2.00	103%	
4/12/96	15	1638	672346	A&S Shell Food Mart	78	74	$4,109.80	$3.00	117%	Pending ASR Doak's input
4/17/96	16	1638	649097	Jon-O's Market	40	44	$4,689.30	$2.50	266%	CPW Volume updated to 93 per week. Avg promoted amount should be $3.5 versus $2.5.
4/17/96	16	1638	290305	McGregors Pharmacy	189	186	$12,925.00	$3.00	142%	This account was previously in Division 163823. We will correct
4/11/96	15	1638	679787	Paul's Redemption Center	400	354	$13,161.50	$2.00	110%	SR Tatro failed to end FP buydown. Avg promoted amount was $3.00
4/18/96	16	1638	103182	The Country Mile	1268	536	$41,188.80	$2.00	102%	Additional product has recently been promoted to offset PM & BAT activities. Volume increases are expected this time of year.

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